



BURTONSVILLE

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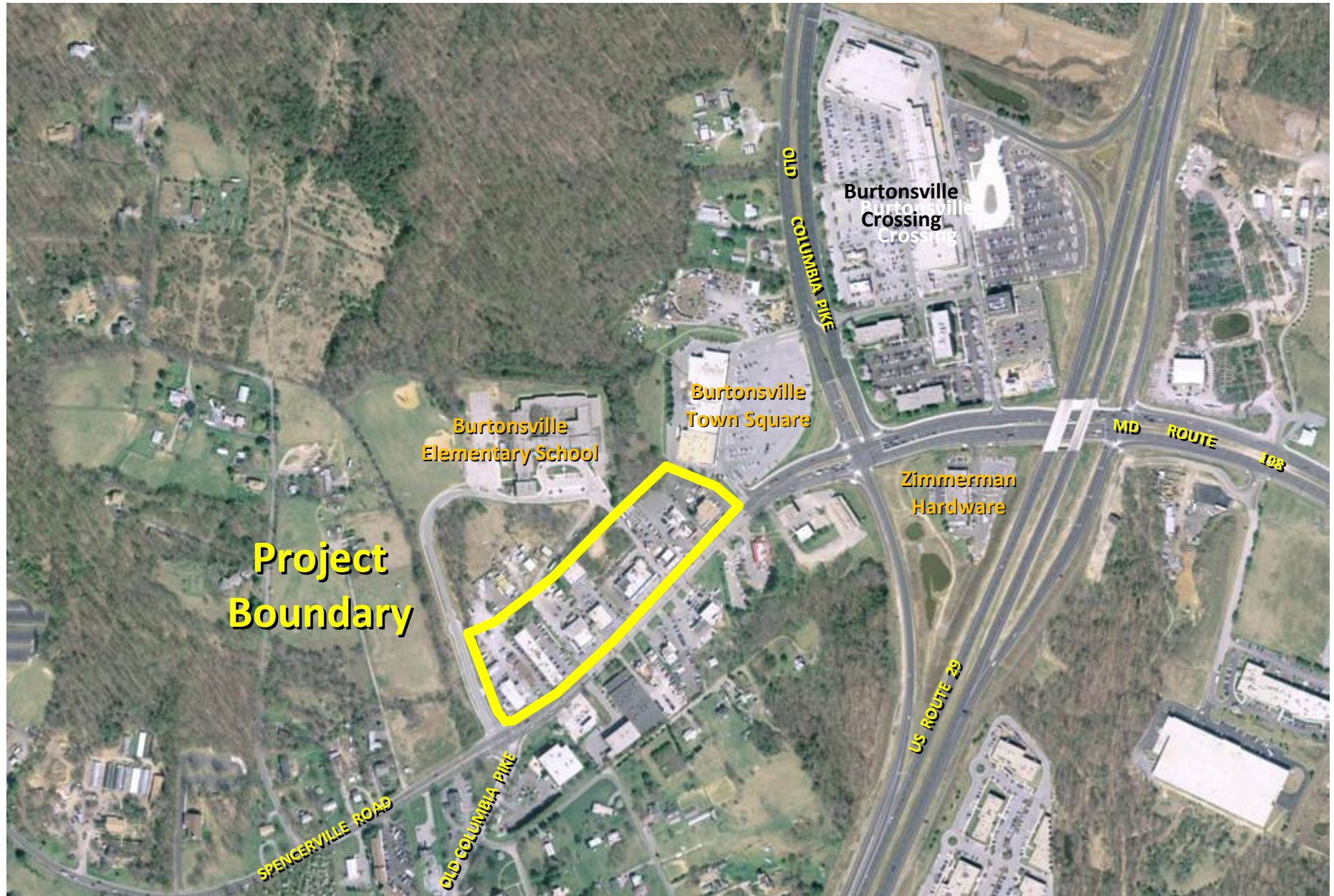
Streetface Analysis and Recommendations Burtonsville, Maryland

Montgomery County
Department of Housing and Community Affairs Presentation
January 2011

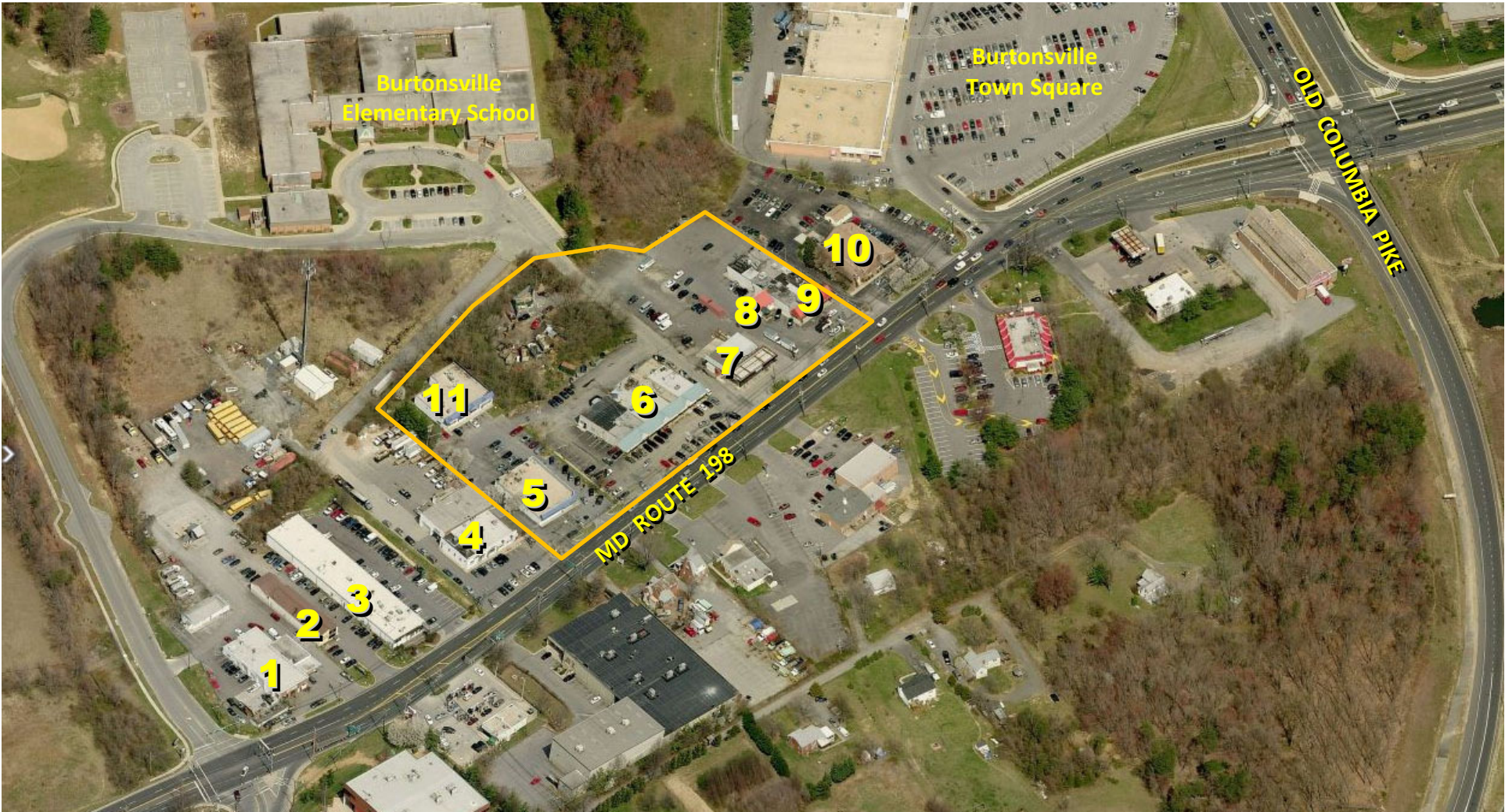


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CONTEXT PLAN



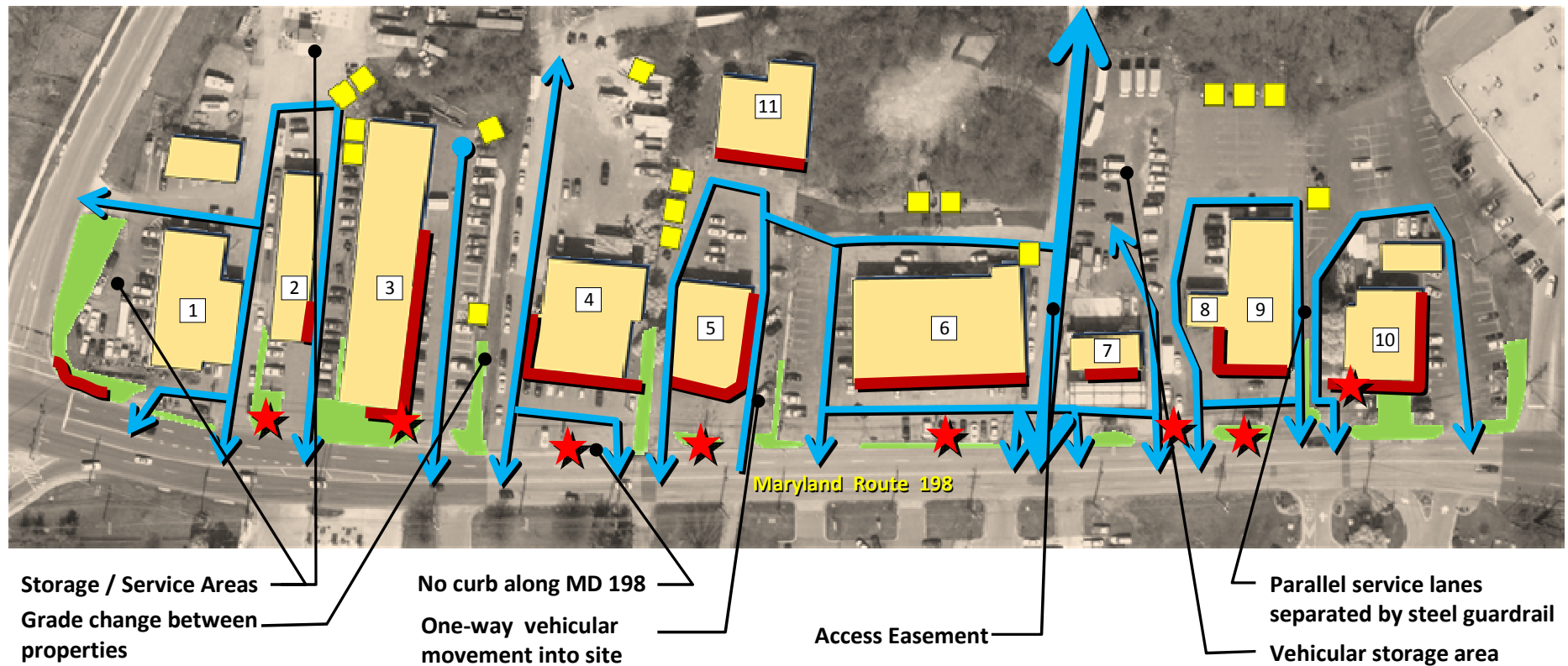
PROJECT STUDY AREA



SITE IMPROVEMENTS



SITE CIRCULATION AND PARKING ANALYSIS



ISSUES:

- Lack of organization between properties
- Frequent curb cuts
- Unconcealed dumpsters
- No pedestrian connectivity

Key



SITE CIRCULATION AND PARKING ANALYSIS



SITE ENHANCEMENTS- "FIVE-YEAR HORIZON"



Existing Parking: 389+ Spaces
Proposed Parking: 408 Spaces

STRATEGIES:

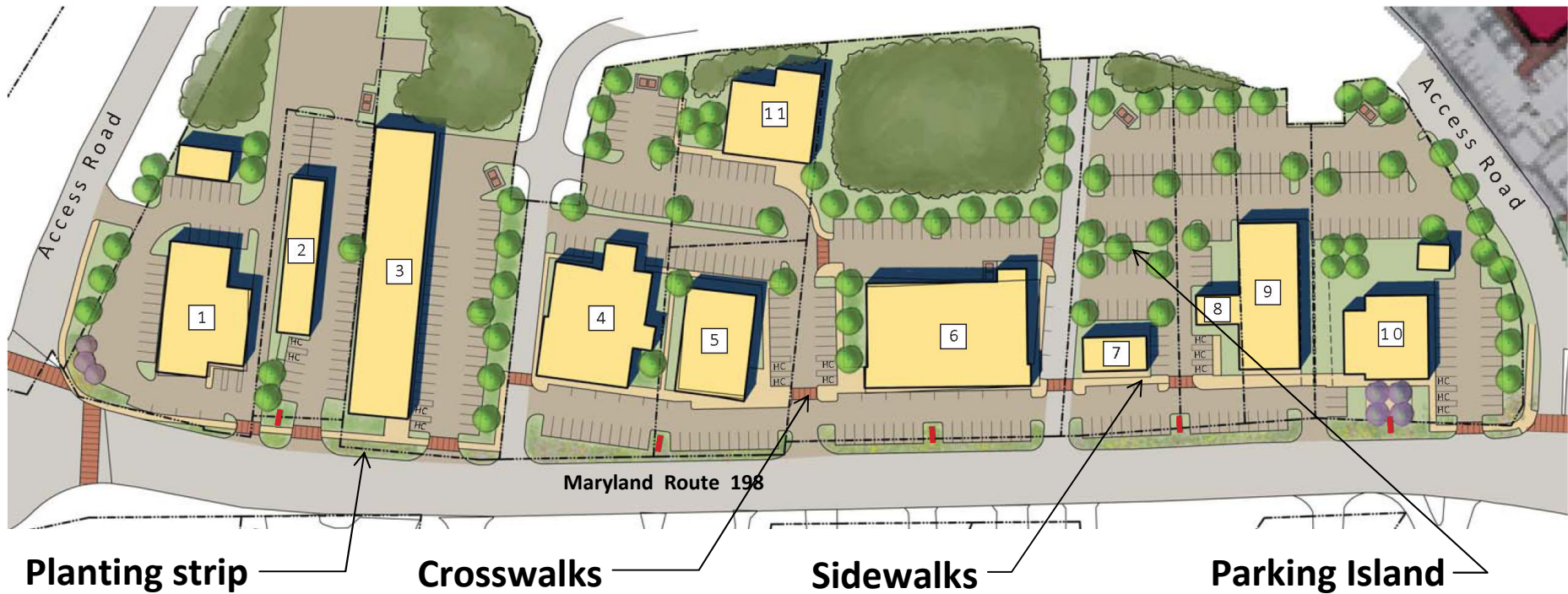
- Improve pedestrian connection
- Improve vehicular circulation between properties
- Reduce curb cuts and create landscape buffer
- Consolidate and enclose dumpsters
- Strategically locate free-standing commercial signs

Key



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SITE AND STREETFACE RECOMMENDATIONS



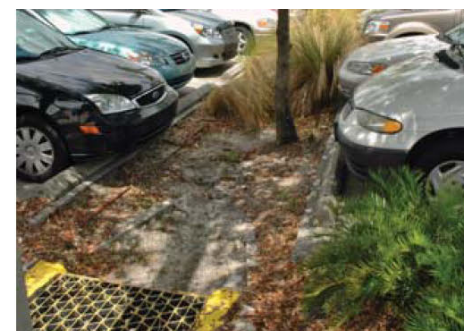
Develop a unifying landscape along MD Route 198 that screens the surface parking, adds visual interest and serves a ecological function (bioswale).



Provide clear, safe and accessible pedestrian crossings between buildings and across parking lots to reinforce pedestrian connectivity.



Locate planters, pedestrian lighting, bike racks and outdoor seating along storefronts to enliven the retail sidewalk experience.

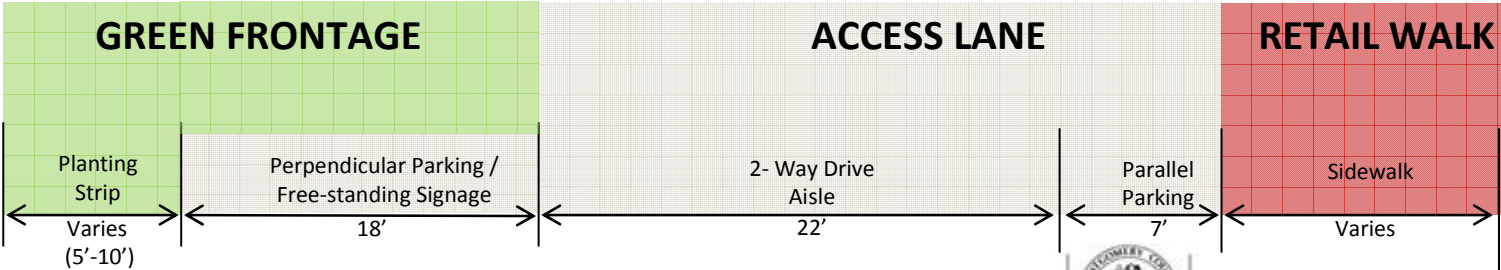
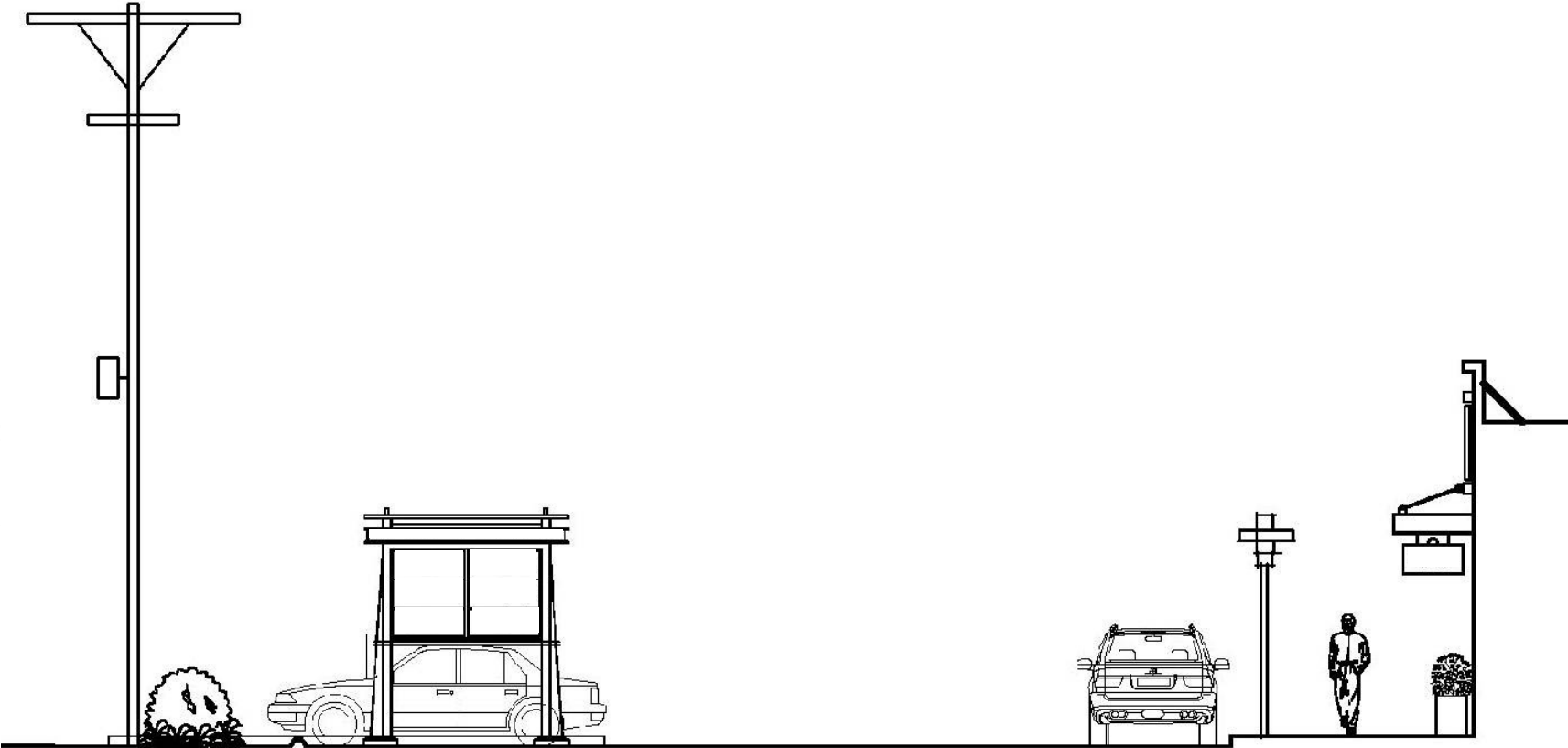


Use parking lot islands to provide shade trees and micro-storm water management facilities to capture surface run-off.



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STREETFACE RECOMMENDATIONS- SECTION



FAÇADE ELEMENTS

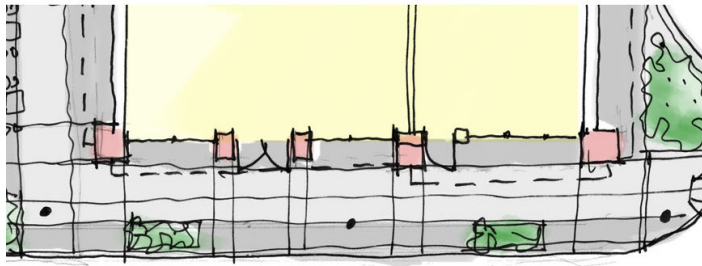


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Façade Proposal



6 ELEVATION
A3.1 SCALE: 1/8" = 1'-0"



5 FLOOR PLAN
A3.1 SCALE: 1/8" = 1'-0"



- Place building address signage over canopy.

- Paint masonry and stucco with a light and warm color.

- Place canopies over entrances to define storefront.

- Use canopy as a decorative and unifying element, with contrasting color from building color.

- Simply roof line using a simple cornice line and coping.

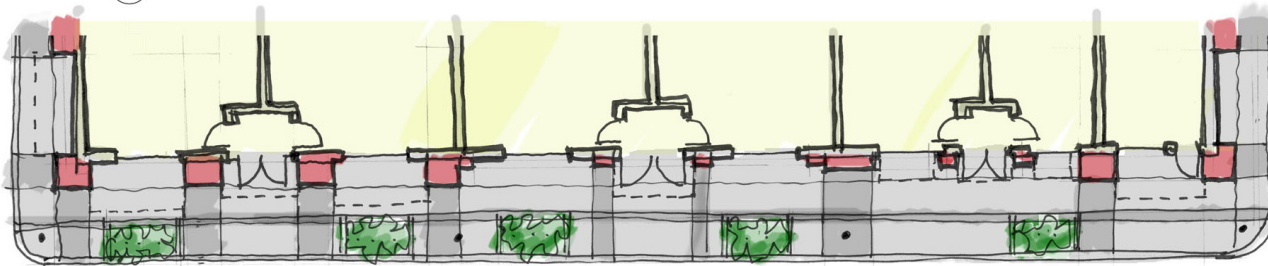
- Contrast cornice and eave color with building color.



Façade Proposal



6 ELEVATION
A3.1 SCALE: 1/8"=1'-0"



5 FLOOR PLAN
A3.1 SCALE: 1/8"=1'-0"



-Develop a repetitive storefront bay on facades.

- Light fixtures should provide adequate illumination of signage/sidewalks, without causing light pollution

- Use lighting fixture as a decorative and unifying element, with matching color of storefront frame.



FAÇADE RECOMMENDATIONS- CORNER CONDITIONS



- Continue storefront and fenestration pattern on the side wall of building.



- Extend canopy and signage around the corner of the building.



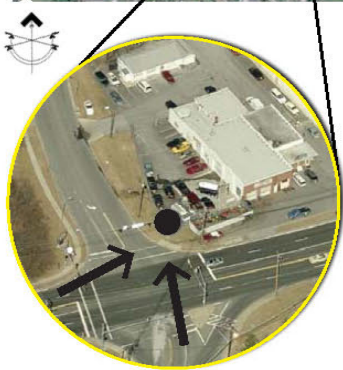
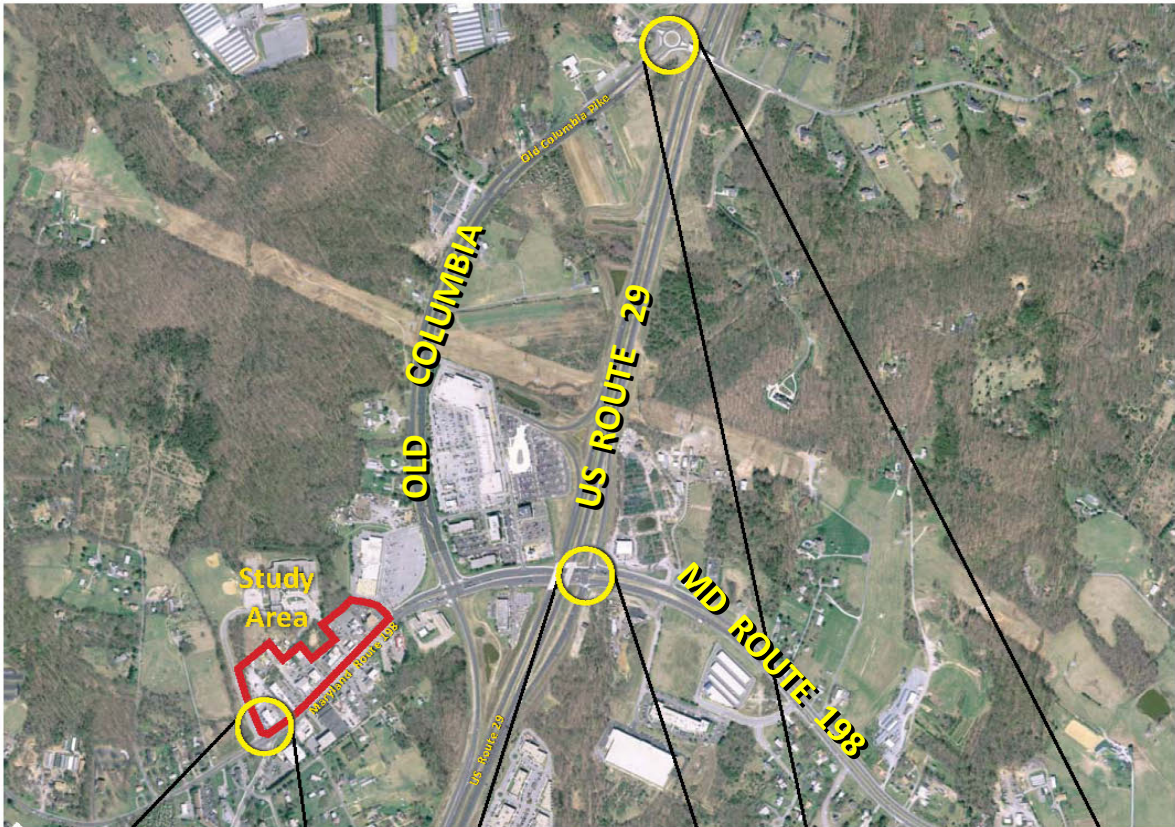
- Enhance building mass and articulation at key corners.



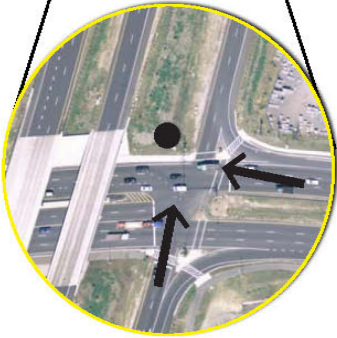
GATEWAY SIGNAGE



GATEWAY SIGNAGE LOCATIONS



West Gateway



East and South Gateway



North Gateway

GATEWAY SIGNAGE PLACEMENT AND OPTIONS



Western Gateway



Southern and Eastern Gateway



Concept G-1



Concept G-2



Concept G-3



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QUESTIONS AND ANSWERS

